
Accessibility Advisory Committee

Date: April 7, 2025
Time: 2:00 PM
Location: Online Video Conference

Members

Councillor Matt Mahoney	Ward 8
Councillor Martin Reid	Ward 9
Carol-Ann Chafe	Citizen Member (Chair)
Asim Zaidi	Citizen Member (Vice-Chair)
Amanda Ramkishun	Citizen Member
Clement Lowe	Citizen Member
Mary Daniel	Citizen Member
Moneira Salic	Citizen Member
Naz Husain	Citizen Member
Paul Wilk	Citizen Member
Steven Viera	Citizen Member

To Request to Speak on Agenda Items - Advance registration is required. To make a Deputation please email Martha Cameron, Legislative Coordinator at martha.cameron@mississauga.ca or call 905-615-3200 ext. 5438 no later than **Thursday, April 3, 2025 before 4:00 PM.**

Questions for Public Question Period – To pre-register for Public Question Period, questions may be provided to the Legislative Coordinator at least 24 hours in advance of the meeting. Following the preregistered questions, if time permits, the public may be given the opportunity to ask a question on an agenda item. Virtual participants must pre-register.

Virtual Participation - The Accessibility Advisory Committee will be streamed live. To speak during the virtual meeting, contact the Legislative Coordinator and you will be provided with directions on how to participate. Comments submitted will be considered as public information and entered into the public record.

Contact

Martha Cameron, Legislative Coordinator, Legislative Services
905-615-3200 ext. 5438
Email: martha.cameron@mississauga.ca

Find it Online

<http://www.mississauga.ca/portal/cityhall/accessibilityadvisory>

Staff Accessibility Resource Team (StART)

Alana Tyers, Manager Service Development, MiWay
Amina Menkad, Planner, Official Plan Review
Amr Merdan, Urban Designer, Urban Design
Amy Camara, Communication Advisor, Employee Communications and Events
Anthony Frigo, Building Plans Examiner, Building
Brad Jakubowski, Landscape Technologist
Dan Sadler, Manager, Compliance, Training and Compliance
Darlene Utarid, Manager Asset Management Accessibility & Workplace Strategy
David DeForest, Corporate Policies Analyst, Corporate Performance and Innovation
Janette Campbell, Chair, Digital Strategy and Experience
Jenna Prokop, Community Development Coordinator, Parks Services
Jess Soobramanie, Manager, Recreation - Golf and Arenas
Joanne Southam, Web Coordinator, Library Social Engagement
John Domitrovich, Manager, Mobile Licensing Enforcement
Julie Phan, Digital Coordinator, Website Operations
Laurel Schut, Manager, Corporate & Department Communications
Mattea Turco, Active Transportation Coordinator
Monika Kennedy, e-Commerce Specialist, Digital Services
Nelson Paiva, Project Coordinator Construction & Special Projects
Ptryk Malczewski, Traffic Signals Technician
Robert Travassos, Supervisor Venue Services
Shazia Kalia, Senior Buyer, Material Management - External
Stefan Szczepanski, Manager Parks Development
Taghreed Alz, Accessibility Specialist
Tusma Sulieman, EDI Advisor
Uzma Shakir, Strategic Leader Diversity & Inclusion
Victoria Ho, Financial Strategies
Virginia Kalapaca, Project Leader Landscape Architect, Parks Program Delivery
Wesley Booker, Legal Counsel Labour and Employment, Legal Services
Zainab Abbasi, Planner Culture
Zoe Danahy, Event Producer, Event Planning
Martha Cameron, Legislative Coordinator, Legislative Services

1. **CALL TO ORDER**

2. **INDIGENOUS LAND STATEMENT**

“We acknowledge the lands which constitute the present-day City of Mississauga as being part of the Treaty and Traditional Territory of the Mississaugas of the Credit First Nation, The Haudenosaunee Confederacy the Huron-Wendat and Wyandotte Nations. We recognize these peoples and their ancestors as peoples who inhabited these lands since time immemorial. The City of Mississauga is home to many global Indigenous Peoples.

As a municipality, the City of Mississauga is actively working towards reconciliation by confronting our past and our present, providing space for Indigenous peoples within their territory, to recognize and uphold their Treaty Rights and to support Indigenous Peoples. We formally recognize the Anishinaabe origins of our name and continue to make Mississauga a safe space for all Indigenous peoples.”

3. **APPROVAL OF AGENDA**

4. **DECLARATION OF CONFLICT OF INTEREST**

5. **MINUTES OF PREVIOUS MEETING**

5.1 Draft Accessibility Advisory Committee Minutes – February 10, 2025

6. **DEPUTATIONS**

Any member of the public interested in making a deputation to an item listed on the agenda must register by calling 905-615-3200 ext. 5438 or by emailing martha.cameron@mississauga.ca by Thursday, April 3, 2025 before 4:00 PM.

Each Deputation to a Committee is limited to speaking for not more than 10 minutes.

Pursuant to Section 57.1 of the Council Procedure By-law 0044-2022, as amended:

Deputations shall be received and the matter shall be referred to staff for a report, unless there is a resolution or recommendation passed to “receive” the Deputation. After a Deputation is completed, Members shall each have one opportunity to make a preamble statement and ask questions to the Deputant(s) or staff for clarification purposes only, and without debate.

6.1 Janette Campbell, Leaders Project, DSX regarding the Accessibility Compliance Plan Update

6.2 Dan Sadler, Manager, Standards, Training & Compliance regarding the 2024 Accessibility Annual Status Update

7. **PUBLIC QUESTION PERIOD - 15 Minute Limit**

Public Comments: Members of the Public that have a question about an item listed on the

agenda may pre-register by contacting the Legislative Coordinator at least 24 hours in advance of the meeting. Following the registered speakers, if time permits the Chair will acknowledge members of the public who wish to ask a question about an item listed on the agenda. Virtual participants must pre-register.

Pursuant to Section 58 of the Council Procedure By-law 0044-2022, as amended:

The Accessibility Advisory Committee may grant permission to a member of the public to ask a question of the Accessibility Advisory Committee, with the following provisions:

1. Questions may be submitted to the Clerk at least 24 hours prior to the meeting;
2. A person is limited to two (2) questions and must pertain specific item on the current agenda and the speaker will state which item the question is related to;
3. The total speaking time shall be five (5) minutes maximum, per speaker, unless extended by the Mayor or Chair; and
4. Any response not provided at the meeting will be provided in the format of a written response.

8. CONSENT AGENDA - Nil

9. MATTERS TO BE CONSIDERED

9.1 Accessibility for Ontarians with Disabilities Act Update

Accessibility Staff will provide a brief verbal update with respect to the *Accessibility For Ontarians with Disabilities Act (AODA)*.

9.2 Region of Peel Accessibility Advisory Committee Update

Councillor Mahoney, Carol-Ann Chafe, Vice-Chair and Mary Daniel, Citizen Member and Members of the Region of Peel Accessibility Advisory Committee will provide a brief verbal update.

9.3 Accessibility Advisory Committee (AAC) Work Plan

10. SUBCOMMITTEE REPORTS

10.1 Facility Accessibility Design Subcommittee Report 2 - 2025 - dated March 31, 2025

FADS-0003-2025

That the deputation and presentation by Eric Zhao, Active Transportation Coordinator and Matthew Sweet, Manager Active Transportation regarding Shared Micro-mobility Program - 2025 Pre-launch Season Update, be received.

(FADS-0003-2025)

11. INFORMATION ITEMS

11.1 Steven Viera, Citizen Member verbal update on the Transit Advisory Committee

12. OTHER BUSINESS

13. DATE OF NEXT MEETING

FADS – FACILITY ACCESSIBILITY DESIGN SUBCOMMITTEE

Monday, May 26, 2025 at 1:30 pm

Virtual Meeting

AAC – ACCESSIBILITY ADVISORY COMMITTEE

Monday, June 16, 2025 at 2 pm

14. ADJOURNMENT

Accessibility Advisory Committee

Date: February 10, 2025
Time: 2:04 PM
Location: Online Video Conference

Members Present	Councillor Matt Mahoney	Ward 8
	Councillor Martin Reid	Ward 9
	Carol-Ann Chafe	Citizen Member (Chair)
	Asim Zaidi	Citizen Member (Vice-Chair)
	Amanda Ramkishun	Citizen Member
	Mary Daniel	Citizen Member
	Moneira Salic	Citizen Member
	Naz Husain	Citizen Member
	Steven Viera	Citizen Member

Members Absent	Clement Lowe	Citizen Member
	Paul Wilk	Citizen Member

Staff Present
Dan Sadler, Manager, Standards Training & Compliance
Taghreed Alz, Accessibility Specialist
Alicia Burlon, Accessibility Specialist
Janette Campbell, Leader Projects DSX
Eglantina Bacaj-Gondia, Legislative Coordinator

1. **CALL TO ORDER**

Carol-Ann Chafe, Chair called the meeting to order at 2:04 PM.

2. **INDIGENOUS LAND STATEMENT**

Eglantina Bacaj-Gondia, Legislative Coordinator recited the Indigenous Land Statement.

3. **APPROVAL OF AGENDA**

Approved (M. Daniel)

4. **DECLARATION OF CONFLICT OF INTEREST**

Nil

5. **MINUTES OF PREVIOUS MEETING**

5.1 **Draft Accessibility Advisory Committee Minutes dated December 2, 2024**

Approved (A. Zaidi)

6. **DEPUTATIONS**

6.1 **Alana Tyers, Manager, Transit Services and Eva Wong, Transit Planner, City of Mississauga regarding the 2024 MiWay Annual Accessibility Report**

Alana Tyers, Manager, Transit Services and Eva Wong, Transit Planner spoke to the 2024 Annual Accessibility Report and its highlights including: the Hidden Disabilities Sunflower program, MiWay bus fleet colour transition to orange, bus destination sign improvements, transit wayfinding, infrastructure improvements and bus shelter design, training for operators and customer service staff, and upcoming MiWay initiatives.

Barbara Donaldson, Stakeholder Engagement Manager, Arcadis spoke to the engagement process for the MiWay 5 and 10-year plan and asked Committee Members for feedback through the following question: "We often hear from our customers about the importance of reliability, frequency and fares, other than these factors what are the most important goals and priorities for transit service in Mississauga in the next five to ten years to grow transit and better integrate MiWay with other GTA transit agencies?"

Committee Members provided the following comments:

- Training for bus drivers on improving access and rider experience for little persons
- Testing accessibility through the ability communities and incorporating various forms of technology, including voice-activated information gathering
- Improve bus frequency and reliability
- Incorporate verbal announcements
- Add heated bus terminals
- Improve fare rates
- Add wheelchair battery charging stations
- Include phone charging stations and electrical outlets at higher level

- Improve micromobility and e-scooter accessibility
- Update signage on buses
- Incorporate QR codes and braille
- Add service animal drink and relieving stations
- Incorporate moveable arms in buses and stationary arms
- Develop emergency management awareness and kits
- Provision of electric buses and solar panels on bus stops

RECOMMENDATION AAC-0001-2025

Moved By N. Husain

That the deputation and presentation by Alana Tyers, Manager, Transit Services and Eva Wong, Transit Planner, City of Mississauga regarding the 2024 MiWay Annual Accessibility Report, be received.

Received

7. **PUBLIC QUESTION PERIOD - 15 Minute Limit - Nil**

8. **CONSENT AGENDA - Nil**

9. **MATTERS CONSIDERED**

9.1 **Accessibility for Ontarians with Disabilities Act Update**

Dan Sadler, Manager, Standards Training and Compliance spoke to developing a compliance plan for accessible web documents for discussion at a future Committee meeting.

RECOMMENDATION AAC-0002-2024

Moved By A. Ramkishun

That the verbal update provided by Dan Sadler, Manager, Compliance & Standards with respect to the Accessibility For Ontarians with Disabilities Act (AODA), be received.

Received

9.2 **Region of Peel Accessibility Advisory Committee Update - Nil**

10. **SUBCOMMITTEE REPORTS**

10.1 **Facility Accessibility Design Subcommittee Report 1 - 2025 - dated January 20, 2025**

No discussion took place regarding this item.

RECOMMENDATION AAC-0003-2025

Moved By N. Husain

AAC-0003-2025

That Moneira Salic, Citizen Member be appointed Chair of the Facility Accessibility Design Subcommittee for the term ending November 14, 2026, or until a successor is appointed.

AAC-0003-2025

(FADS-0001-2025)

Approved

RECOMMENDATION AAC-0004-2025

Moved By N. Husain

AAC-0004-2025

That the deputation and presentation by Harpreet Singh, Interior Designer, Prime Consultant regarding the News Conference Zone City Hall, be received.

(AAC-0004-2025)

(FADS-0002-2025)

Approved

11. INFORMATION ITEMS - Nil

12. OTHER BUSINESS

Steven Viera, Citizen Member noted that an update related to the Transit Advisory Committee is anticipated at a future meeting.

Carol-Ann Chafe, Chair spoke to an upcoming event related to the General Election and requested the Legislative Coordinator to share the information with Committee Members after the meeting.

Eglantina Bacaj-Gondia, Legislative Coordinator, Legislative Services spoke to the Committee vacancy posting and application deadline.

13. DATE OF NEXT MEETING

FADS – FACILITY ACCESSIBILITY DESIGN SUBCOMMITTEE

Monday, March 31, 2025 at 1:30 pm

AAC – ACCESSIBILITY ADVISORY COMMITTEE

Monday, April 14, 2025 at 2:00 pm

14. ADJOURNMENT - 2:50 PM

(A. Ramkishun)

Accessibility Compliance Plan Update

City Manager's Office
Strategic Communications & Initiatives
Digital Strategy & Experience
April 7, 2025



Integrated Accessibility Standard Regulation

Under the Accessibility for Ontarians with Disability Act

- 1 General requirements
- 2 Customer service
- 3 Information and communications
- 4 Employment
- 5 Design of public spaces
- 6 Transportation

Accessibility compliance reporting



- Public-sector organizations submit accessibility compliance reports every two (2) years
- In 2023, the City of Mississauga reported non-compliance for the first time
- Provincial compliance plans:
 - In 2023, the City submitted the first plan
 - In 2025, the City reported on progress and submitted an updated plan

Information & Communications Standard

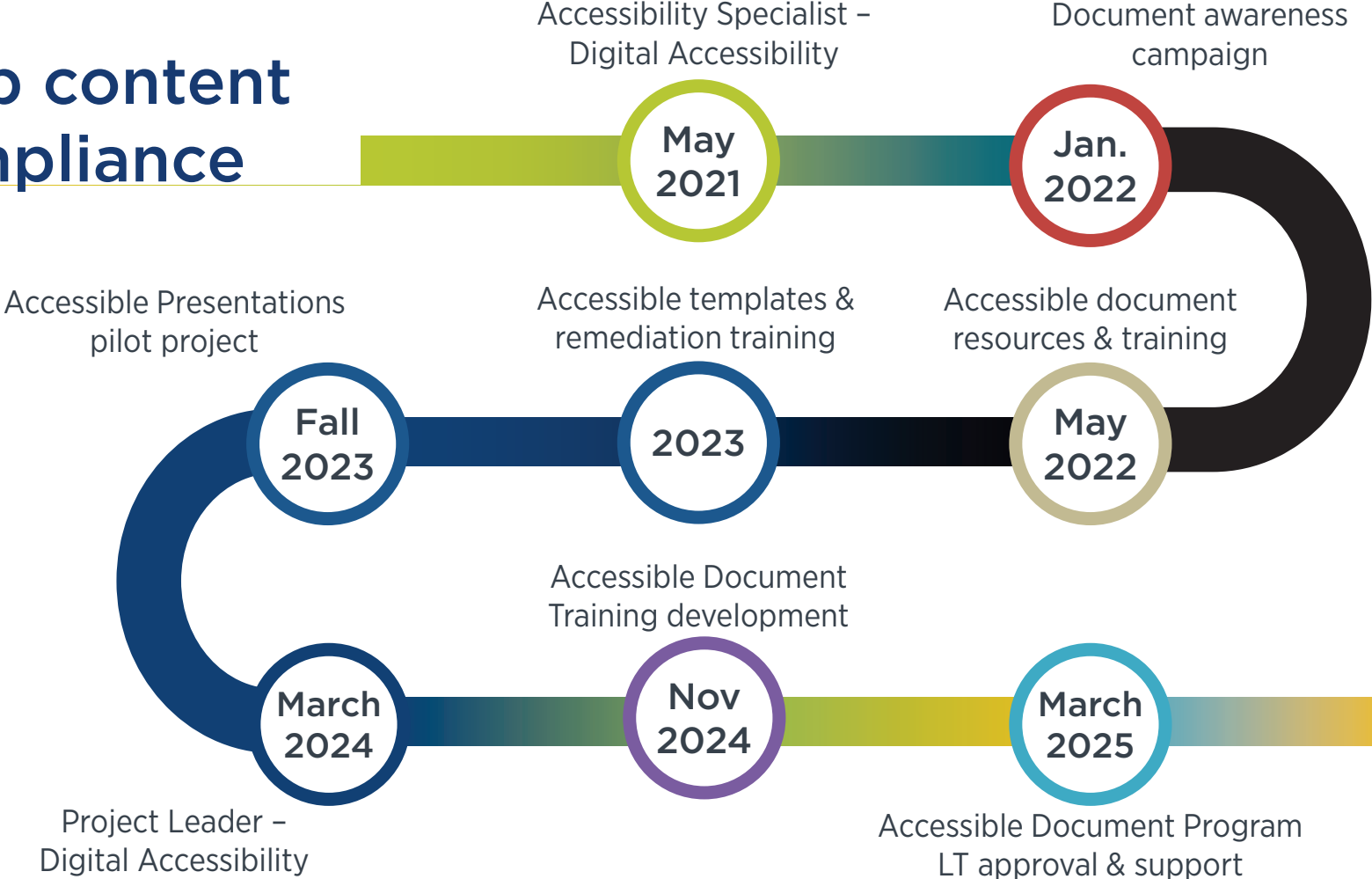
Requirement	Description	Compliant
Feedback	Provide accessible formats and communications supports, upon request	✓
Emergency plans or public safety information	Provide in an accessible format or with appropriate communication supports, upon request	✓
Accessible websites and web content	Meet the Web Content Accessibility Guidelines 2.0 Level AA by January 1, 2021	✗
Public libraries	Provide access to accessible materials where they exist	✓

Accessible website



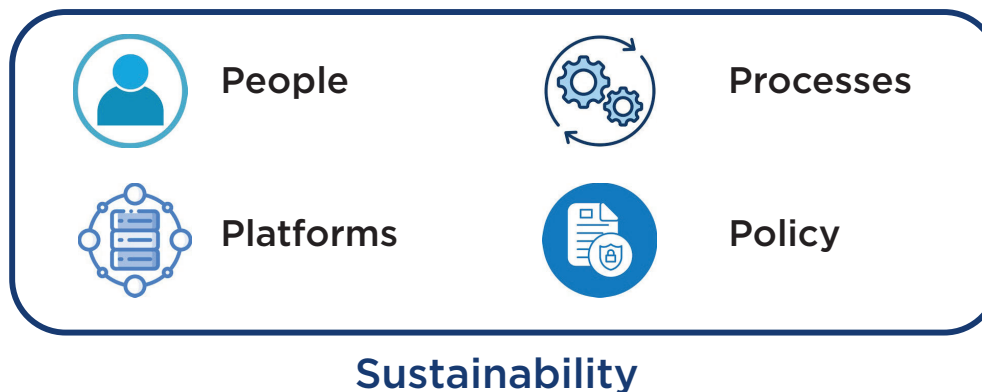
- **Better Connected (2018)**
Developed a plan for people-centred digital services
- **New Mississauga.ca website (2020)**
Launched an accessible, customer-focused, clear, easy to use and responsive design
- **Mississauga.ca improvements**
On-going compliance monitoring and user experience and accessibility enhancements

Web content compliance



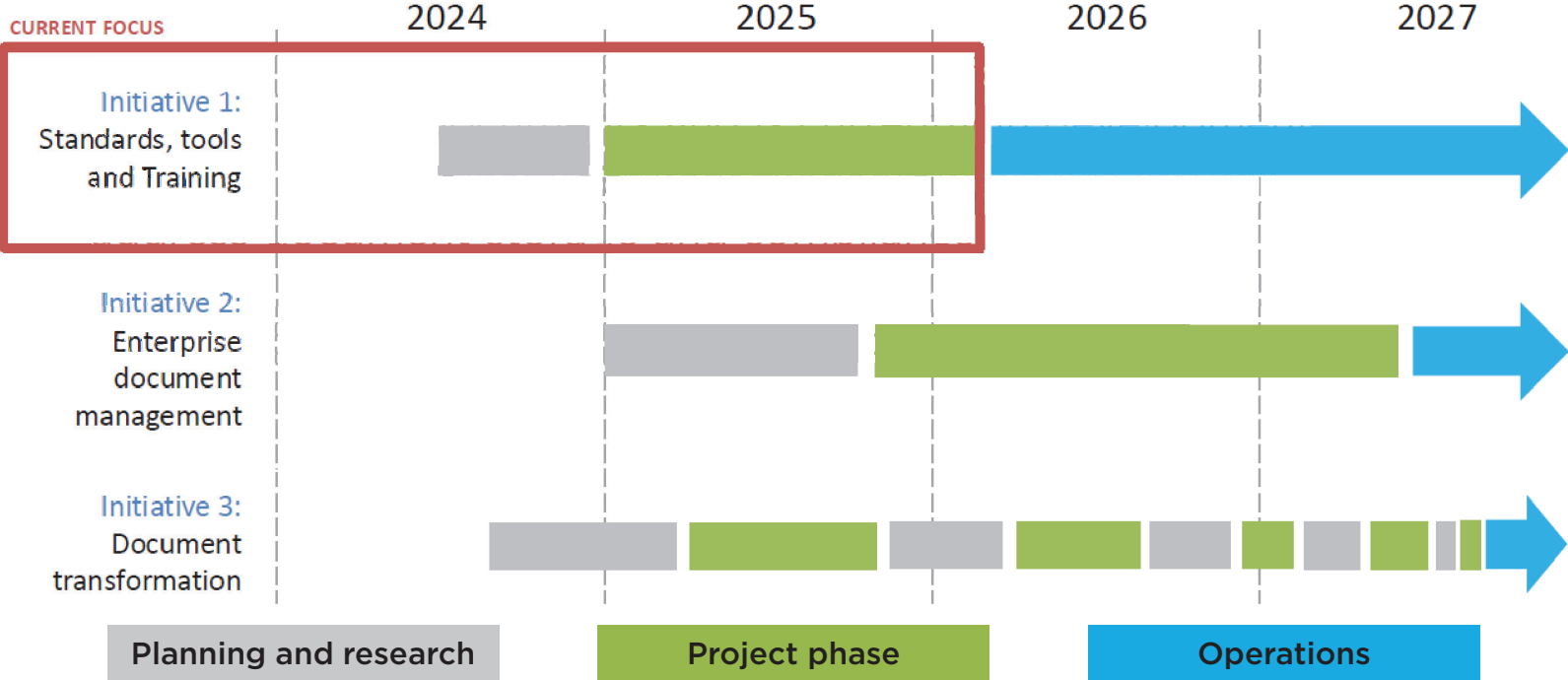
Accessible Document Program

A transformative enterprise-wide effort to change how we work – and how we think – about accessibility.



Funding request through the budget and business planning cycle is required to fully implement and sustain the program.

Project framework



Thank you

Multi-Year Accessibility Plan

2024 Accessibility Annual Status Update

Corporate Services

Facilities Planning & Development

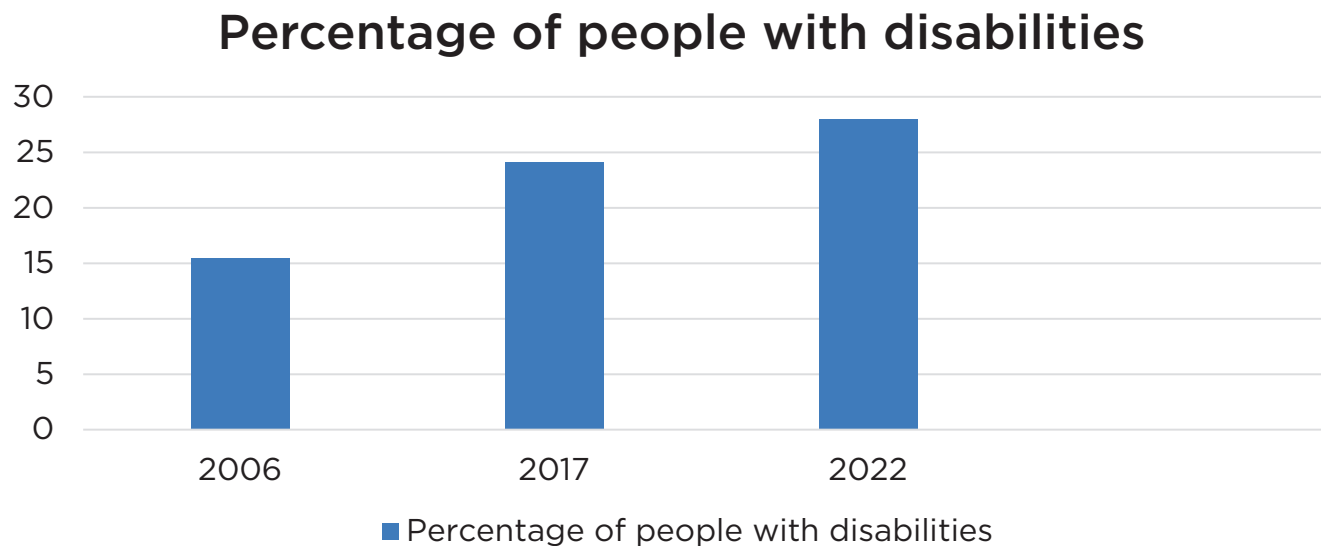
Standards, Training & Compliance

April 7, 2025



Canadian Survey

Percentage of people with disabilities



Canadian Survey

Employment of people with disabilities

2017

- 58% people with disabilities employed
- 81% people without disabilities employed

2022

- 62% people with disabilities employed
- 78% people without disabilities employed

Canadian Survey

Percentage of most prevalent disabilities

- 16.7% - Pain related
- 10.9% - Flexibility
- 10.6% - Mobility
- 10.4% - Mental-health related
- 7.4% - Seeing
- 5.6% - Hearing

EVOLUTION OF ACCESSIBILITY



2001 - Ontarians with Disabilities Act became law

2003 - City establishes Accessibility Advisory Committee

2010/2011 - Accessible Customer Service Standard & Accessibility Standards Regulation became law

2012 - City's 1st Multi-Year Accessibility Plan

2015 - City's Facilities Accessibility Design becomes standard



2016 - City establishes Staff Accessibility Resource Team

2016 - Meadowvale CC opens and receives award for barrier-free design



2018 - City's 2nd Multi-Year Accessibility Plan and undertakes Facility Accessibility Audits

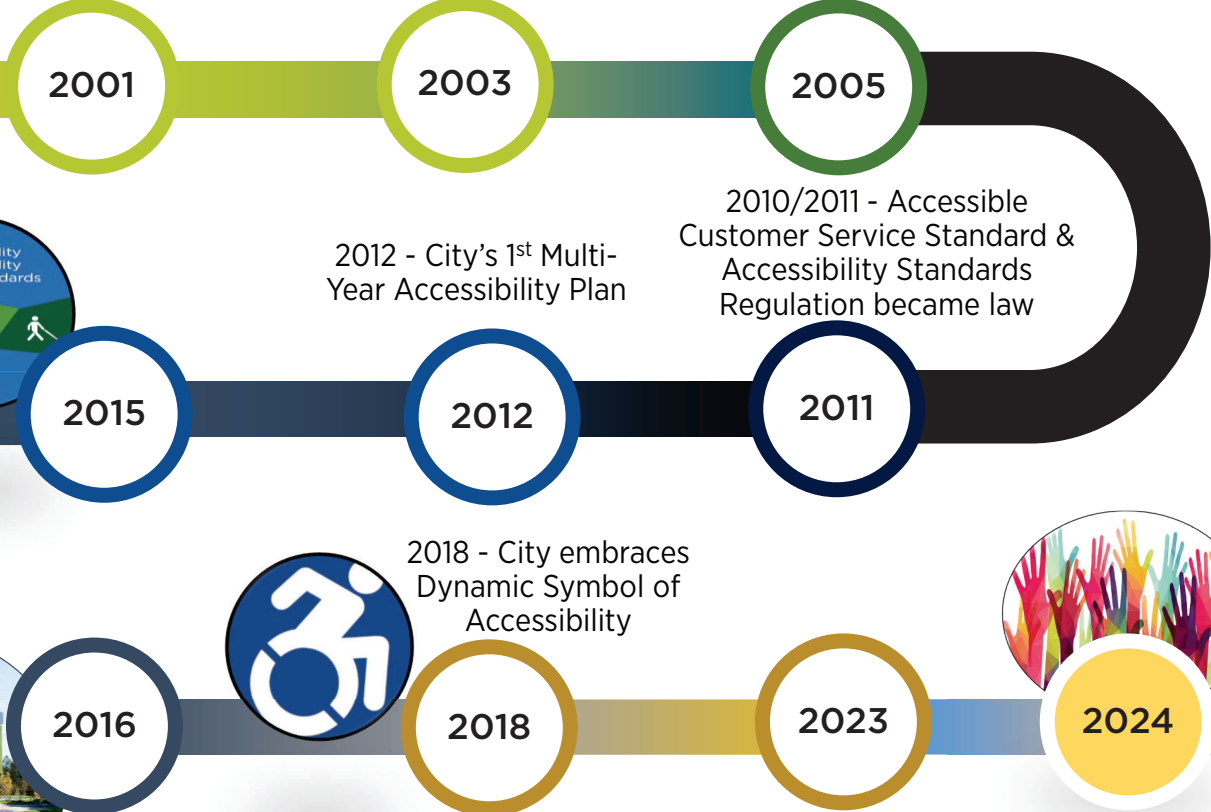
2018 - City embraces Dynamic Symbol of Accessibility



2023 - 3rd MYAP launched



2024 - AAC 20th Anniversary



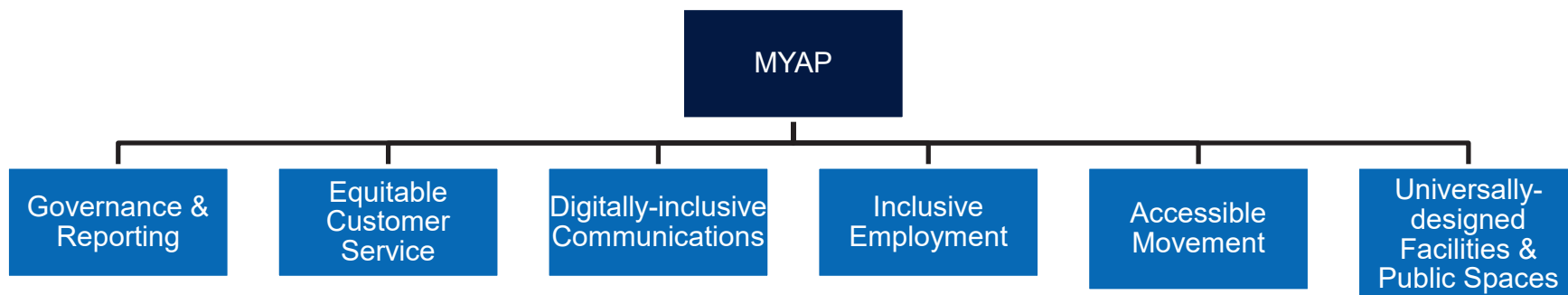
Partnering for success

2024 Accessibility Annual Status Update

- Accessibility Advisory Committee (AAC)
- Staff Accessibility Resource Team (StART)
- Facilities Planning & Development – Standards, Training & Compliance

Key areas of focus

2024 Accessibility Annual Status Update



MYAP progress to date

MYAP section	Number of commitments	Completed by 2024
Governance & reporting	9	6 (67%)
Equitable customer service	10	7 (70%)
Digitally-inclusive communications	14	10 (71%)
Inclusive employment	13	11 (85%)
Accessible movement	19	18 (95%)
Universally-designed facilities and public spaces	15	12 (80%)
Total	80	64 (80%)

Achievement highlights

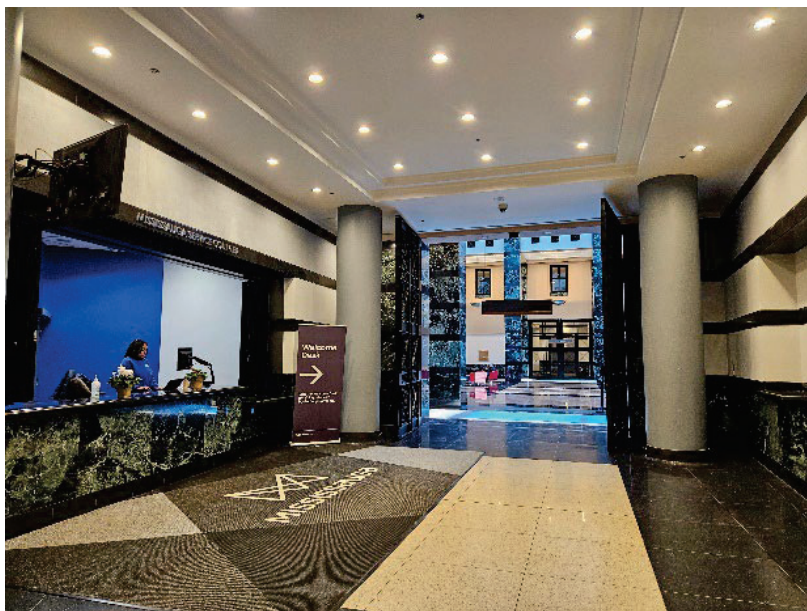
2024 Accessibility Annual Status Update

- ✓ Accessibility improvements at facilities and public spaces
- ✓ Establishing a more inclusive employment culture
- ✓ Improved customer service to be more seamless and equitable

Governance and reporting



Equitable customer service



Digitally-inclusive communications



Ready, Willing and Able



Accessible Movement



Universally-designed facilities and public spaces

2024 Accessibility Annual Status Update



Thank you

For your continued support and contributions to make a difference!

Dan Sadler, Manager
Standards, Training
& Compliance

dan.sadler@mississauga.ca



ACCESSIBILITY ADVISORY COMMITTEE 2025 WORK PLAN ITEMS

Project Name	Project Description	AAC Involvement	AAC Members	Contact	Status	Budget	Recommendation Number / Proposed Date
2025 Accessibility Advisory Committee Appreciation Luncheon	Appreciation luncheon		AAC	Martha Cameron	December 2025	\$400.00	
2024 National Accessibility Awareness Week	May 28 and 29, 2024 NAAW event	Slides displayed at CC and library	PAWS		Completed		
2025 National Accessibility Awareness Week	May 25-31			Accessible concert with Xnia	In progress		Proposal TBD
Facility Accessibility Design Guidelines update	Updating the FADS manual	Update and consultation	AAC	Dan Sadler, Janette Campbell Taghreed Alz Alicia Burlon	In progress – exterior guidelines nearing completion		
2024 Annual Accessibility Status Update	Accessibility updates and progression	Update	AAC	Dan Sadler			February
MiWay 2024 Annual Accessibility Plan	Accessibility updates and progression	Update	AAC	MiWay			February
Carmen Corbasson Community Centre	Update on the project: millwork, signage	Progress	FADS	CDC			

Project Name	Project Description	AAC Involvement	AAC Members	Contact	Status	Budget	Recommendation Number / Proposed Date
South Common Community Centre and Library	Update on project: millwork design	progress	FADS	CDC			
MiWay stops	Challenges	Consultation	FADS	MiWay Tim Su			Contact the PM
Micromobility	Project status update	Progress	AAC	Active Transportations Matthew Sweet Mattea Turco			Contact the PM
Patios Projects		progress	FADS	Susy Costa			Contact the PM
Hancock Woodlands Park		progress	FADS	Michael Myhal			Contact the PM
Wayfinding – Mississauga downtown		progress	AAC/FADS	Claire Loughheed			Contact the PM
Courtneypark Library (2 Projects)		progress	FADS	Tara Habibi			Contact the PM
Arenas Study		progress	FADS	Ryan Marlow			Contact the PM
Accessible Parking Permit Program	Determine whether to abolish program	Consultation	AAC	Jo-Ann Sutherland			Contact the PM
MTSA and parking	Discuss impact on accessible parking due to provincial introduction of MTSA's	Update	AAC	Tim Lee			Contact the PM

Project Name	Project Description	AAC Involvement	AAC Members	Contact	Status	Budget	Recommendation Number / Proposed Date
Provincial WCAG Compliance Plan	Accessibility compliance update	Update	AAC	Dan Sadler			

REPORT 2 - 2025

To: CHAIR AND MEMBERS OF THE ACCESSIBILITY ADVISORY COMMITTEE

The Facility Accessibility Design Subcommittee presents its second report for 2025 and recommends:

FADS-0003-2025

That the deputation and presentation by Eric Zhao, Active Transportation Coordinator and Matthew Sweet, Manager Active Transportation regarding Shared Micro-mobility Program - 2025 Pre-launch Season Update, be received.

(FADS-0003-2025)

Facility Accessibility Design Subcommittee of the Mississauga Accessibility Advisory Committee

Date: March 31, 2025
Time: 1:33 PM
Location: Online Video Conference

Members Present	Moneira Salic	Citizen Member (Chair)
	Carol-Ann Chafe	Citizen Member
	Clement Lowe	Citizen Member
	Naz Husain	Citizen Member
	Steven Viera	Citizen Member
Members Absent	Asim Zaidi	Citizen Member

Staff Present
Dan Sadler, Manager, Standards, Training & Compliance
Alicia Burlon, Accessibility Specialist
Martha Cameron, Legislative Coordinator

1. CALL TO ORDER

Moneira Salic, Chair called the meeting to order at 1:33 PM.

2. INDIGENOUS LAND STATEMENT

Moneira Salic, Chair recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

Approved (S. Viera)

4. DECLARATION OF CONFLICT OF INTEREST

Carol-Ann Chafe, Citizen Member declared a conflict with item 5.1.

5. DEPUTATION**5.1 Eric Zhao, Active Transportation Coordinator and Matthew Sweet, Manager Active Transportation regarding Shared Micro-mobility Program - 2025 Pre-launch Season Update**

Eric Zhao, Active Transportation Coordinator and Matthew Sweet, Manager Active Transportation spoke to the Shared Micro-mobility Program 2025 Pre-Launch Season update and noted the following highlights:

- 2024 ridership statistics
- enhanced parking stations with Tier 1 and 2 parking models
- mandated parking only zones (MPO)
- rider violations and response time for infractions
- liability on a case by case basis
- proactive monitoring program
- engagement and education with BIAs, school boards and community events to promote education and safe riding practices
- branding and colour schemes
- battery safety procedures

Subcommittee members expressed concern with:

- compliance and infractions
- liability for accidents
- training and certification for riders
- identification of private scooters

RECOMMENDATION FADS-0003-2025

Moved By S. Viera

That the deputation and presentation by Eric Zhao, Active Transportation Coordinator and Matthew Sweet, Manager Active Transportation regarding Shared Micro-mobility Program - 2025 Pre-launch Season Update, be received.

Received

6. PUBLIC QUESTION PERIOD

There were no questions for public question period.

7. MATTERS TO BE CONSIDERED - Nil

8. PROJECT UPDATES

There were no project updates from staff.

9. DATE OF NEXT MEETING

May 26, 2025 at 1:30 PM

Virtual Online Meeting

10. ADJOURNMENT - 2:07 PM

(C. Chafe)

DRAFT

City of Mississauga
Corporate Report



<p>Date: January 30, 2025</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Sam Rogers, MBA, Commissioner of Transportation and Works</p>	<p>Meeting date: March 5, 2025</p>

Subject

MiWay Bus Destination Signage

Recommendation

That only route information be displayed on MiWay bus signs as outlined in the report in the Corporate Report entitled "MiWay Bus Destination Signage" dated January 27, 2025 from the Commissioner of Transportation and Works.

Executive Summary

- In June 2022, Council approved seven dates of significance to be observed by the City of Mississauga. As part of this report, these seven dates were to be the only ones displayed on the destination bus signage at the top of MiWay buses.
- Due to technical issues and some confusion, this has not been the practice. At present, MiWay operators are able to choose from a list of 13 messages. This is not a complete list of significant dates observed in Mississauga. Aside from the seven approved by Council, there is no criteria for the selection of the remaining six messages.
- Displaying route information only reduces confusion for transit riders, especially at bus stops serviced by multiple routes. Route-only information is also a best practice from an accessibility perspective. The Toronto Transit Commission (TTC), the largest transit service in Canada, currently displays only route information on its transit vehicles.
- There is no guarantee a message will be displayed if it is not chosen by a driver.
- From an operational perspective, loading the messages and selecting them requires extra time from operators and maintenance workers and diverts resources from other transit activities.
- At its meeting in June 2023 and again at its meeting on December 3, 2024, the Transit Advisory Committee recommended that only route information be displayed on the MiWay bus destination signage, and that all other messages be removed. The committee requested that a report be brought to Council with this recommendation for consideration.

- Through its Community Recognition Program, the City of Mississauga provides the community with many opportunities to recognize dates of community importance. In 2024, the City coordinated 148 clock tower lightings, 14 tower dimmings, 29 flag raisings, and 7 half-mastings - all of which are recognized on City communication channels. The current use of bus destination signage to display a limited number of messages is only a small part of the community recognition in which the City engages annually.

Background

In June 2022, Council approved a report that set out the seven dates of significance that will be observed by the City of Mississauga. As part of this report, a recommendation was made to only display these observances on the overhead bus destination signs on MiWay buses. However, due to technical issues, this practice has not been followed as closely as was recommended in the June 2022 report. Drivers are still able to select from a list of other celebrations to display on the bus while operating the vehicle.

At its meeting on December 3, 2024, the Transit Advisory Committee (TAC) members again raised the issue of bus signage and requested a report back to Council. This was a follow up to the committee's recommendation in June 2023 that a report be brought to General Committee with respect to messages on MiWay bus destination signage. The Transit Advisory Committee included in its comments its recommendations that only route information be displayed on MiWay's bus destination signs.

This report seeks Council endorsement of the TAC recommendation to only display route information on MiWay's bus destination signage.

Present Status

City-Recognized Events and Dates

At present, the City formally recognizes the following Council-approved dates through events and promotional campaigns:

- New Year Celebration (New Year's Levee)
- Black History Month
- International Women's Day
- National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Two-Spirit People
- Pride
- National Indigenous History Month
- National Indigenous Peoples' Day
- Canada Day
- Emancipation Day

- National Day for Truth and Reconciliation
- Remembrance Day

Additionally, the City recognizes hundreds of causes every year through the Community Recognition Program that includes flag raisings and clock tower lightings. In 2024, there were 25 flag raisings, 7 half-mastings, 148 clock tower lightings, and 14 dimmings. These recognitions ranged from charitable events, to community celebrations, to religious celebrations and observances. This program provides the community and the City with an opportunity to recognize many events, causes, and celebrations. As part of this program, the City recognizes these events on its communications channels, further amplifying the message.

At the same time, the City of Mississauga's many divisions recognize a host of cultural and religious celebrations through events in facilities, library displays, and other observances. The Council-approved list of official dates and observances is only a small fraction of the many other significant dates observed by and at the City.

MiWay Bus Destination Signage

MiWay transit operators are currently able to select which messages to display on the destination bus signage, along with the route information. Due to AODA requirements and space limitations, these messages are limited in length. The current list of messages available for operators to choose from include:

- Happy New Year
- Happy Orthodox Christmas
- Black History Month
- International Women's Day
- Pride Month
- Indigenous History Month
- National Indigenous Peoples' Day
- Happy Canada Day
- National Day for Truth and Reconciliation
- Remembrance Day (Lest We Forget)
- Happy Hanukkah
- Merry Christmas
- Happy Kwanza

This list includes the official events listed in the June 2022 Council-approved report, as well as a number of others that have been added over time. This list is not inclusive of all holidays and celebrations marked in the community. Moreover, there is currently no criteria for adding new messages to the bus signage message inventory. The bus destination signage reflects only a small number of the causes recognized by the City overall through the Community Recognition Program, official dates and events and Flag Policy.

As outlined in a memo to the Transit Advisory Committee in June 2023 (Appendix 1), from an operational perspective, destination signage messages are loaded into the sign program for each bus on an individual basis. It is then up to each Transit Operator (more than 900 total staff) to decide if they would like to display another optional message, or not, along with the required route information. If they choose not to select a message, the destination sign displays only the route information (e.g. Route 1 – Dundas East). However, if they do input a message code into the sign system, the bus destination sign will alternate between displaying the route information and the non-service-related message (e.g. Happy Canada Day).

At present, due to the variation in technology on buses, not all buses are connected to a central platform for centralized control and oversight of messages. As well, under the current model, the operator chooses the additional message to display, meaning that on Canada Day for instance, not all buses will display the message “Happy Canada Day.” Drivers have discretion over the message, but not route information. This creates a lack of coherence and consistency in message delivery.

Benchmarking Other Transit Agencies

A benchmarking exercise of other large transit systems in Canada found little consistency in how and which non-service-related messages are displayed on buses. For example, the Toronto Transit Commission (TTC) does not allow any message other than route information based on feedback from its Advisory Council on Accessible Transit. 21% of MiWay passengers connect daily with the TTC. Furthermore, while Brampton City Council approves the dates and events for Brampton Transit to recognize each year on its bus destination signs, Milton Transit has no formal process for determining or approving messages. Appendix 1 contains the full benchmarking with other transit systems.

Comments

Including additional messages on MiWay bus signage, beyond route information, has implications for customers and operators.

Customer Experience

From the customer perspective, displaying non-service-related messages increases the amount of information the destination sign must scroll through and therefore the time it can take a customer to determine the route/service provided by a particular bus. This adds friction to the overall customer experience. Many bus stops throughout Mississauga are served by more than one route, and a delay of even a few seconds can interfere with loading times when multiple customers have to pause to check and confirm if a bus destination sign is displaying the route they want before they board.

MiWay recently changed the colour of the messages on the bus destination signage from orange to white, to provide greater contrast of the message and make it easier for riders to read. This was done in an effort to address accessibility and improve the customer experience.

Pressure on Operators

Expanding the list of available, optional destination sign messages places pressure on both Transit Operations and Maintenance staff. The logistics of reviewing and loading new messages onto each bus is time-consuming. Not all buses are available at the same time and in the same place due to the transit system's operational and maintenance schedules. The complexity of loading messages manually into the sign program also requires shifting resources away from other maintenance priorities and negatively affects service delivery to customers at times due to the logistics involved in coordinating access to the buses.

Financial Impact

There are no financial impacts resulting from the recommendations in this report.

Conclusion

Staff recommend that only route information be displayed on MiWay bus destination signage. Doing so will reduce operational pressures and reduce confusion and friction for riders. Adopting this approach will also align MiWay with the TTC and other transit agencies who only display route information. The City of Mississauga provides many other opportunities for the community to recognize significant events and dates.

Attachments

Appendix 1: Report to Transit Advisory Committee, June 2023



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